Please amend Claims 1 and 2, and add Claim 6 as indicated below. The following is a complete listing of the claims in this application, reflects all changes currently being made to the claims, and replaces all earlier versions and all earlier listings of the claims:

1. (Currently Amended) A~~n~~ entertainment sponsorship marketing system including:

a media source configured to broadcast via a first marketing channel a show having a storyline related to a business operation having an owner, said ~~business operation featured on a show having a~~ storyline being related to said business operation, wherein said business operation comprises independent commerce value distinct from said show;

a processing entity configured to evaluate the storyline and determine a solution to an issue related to said business operation, wherein said solution includes incorporating a product ~~incorporated~~ into said storyline such that a nexus exists between said business operation and said product, said product configured to facilitate at least in part ~~substantial~~ a resolution of said ~~certain~~ issues ~~related to said business operation; and~~ , wherein said storyline ~~configured to~~ demonstrates said product in a context of said business operation; and

an interface configured to accept input related to said solution from another owner of another business operation.

2. (Currently Amended) The marketing system of claim 1, wherein said interface is communicatively coupled to ~~product includes~~ a network for facilitating communication between said another owner~~s of similar business operations~~ and said processing entity.

3. (Original) The marketing system of claim 1, wherein said product includes financial assistance products.

4. (Original) The marketing system of claim 1, wherein said product includes at least one of a transaction card, a financial service and a loan service.

5. (Original) The marketing system of claim 1, wherein said show is a reality television show.

6. (New) The marketing system of claim 1, wherein the owner is the processing entity.